

Bites and Bytes: Exploring Customer Experience and Satisfaction in Food Delivery Services: A Case Study of Foodpanda

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Foodpanda, one of the popular food delivery platforms, offers customers a fast and convenient way to order meals from local restaurants directly to their homes. Our study examines key factors influencing customer experience and satisfaction with Foodpanda, with specific objectives to (1) assess the impact of perceived usefulness, ease of use, trust, risk, and convenience on customer experience; (2) evaluate how these factors influence customer satisfaction; and (3) analyze the relationship between customer experience and satisfaction in the context of Foodpanda's services. Data was collected from 154 customers. Our findings show that perceived ease of use, perceived trust, and perceived convenience have a significant positive impact on customer experience, while perceived convenience and perceived ease of use also play a role in shaping customer satisfaction. Our study reveals a strong positive relationship between customer experience and customer satisfaction, demonstrating that enhancing customer experience leads to improved satisfaction levels. These findings highlight the critical importance of ease of use, trust, and convenience in influencing both customer experience and satisfaction within the food delivery industry.

Keywords: Customer Experience; Customer Satisfaction; Perceived Usefulness; Perceived Ease of Use; Perceived Trust; Perceived Risk; Perceived Convenience.

INTRODUCTION

The food delivery industry has witnessed exponential growth, driven by technological advancements, evolving consumer preferences, and an increasing demand for convenience and efficiency. Platforms like Foodpanda have revolutionized the way consumers access meals, offering a seamless digital interface to order food from a wide range of local restaurants and have it delivered directly to their doorsteps. As one of the leading players in this competitive landscape, Foodpanda has distinguished itself through its diverse dining options, user-friendly mobile application, and a commitment to operational excellence. With the industry continuing to grow at an unprecedented pace, understanding the factors that shape customer experience and satisfaction is essential for platforms aiming to enhance service quality, foster loyalty, and maintain a competitive edge.

Recent studies have provided valuable insights into various aspects of customer satisfaction with Foodpanda. For instance, Sabeh et al. (2024) explored the factors influencing university students' satisfaction with the Foodpanda mobile application, highlighting the importance of user-friendly design and convenience. Kee et al. (2022) examined customer satisfaction during the COVID-19 pandemic, emphasizing the critical role of service quality, safety measures, and delivery timeliness in meeting customer expectations during a challenging period. Aryani et al. (2022) analyzed consumer behavioral intentions to use food delivery services, pointing to trust and convenience as key determinants of engagement. Kee et al. (2021) investigated the pandemic's impact on customer satisfaction and Foodpanda's business performance, identifying how operational strategies adapted to unprecedented challenges. Kamilah et al. (2020) extended the focus to Foodpanda's organizational success, demonstrating the link between internal processes and customer satisfaction.

Despite this growing body of literature, there is a need for a more comprehensive understanding of how multiple factors interact to influence customer experience and satisfaction with food delivery services. Key element is perceived usefulness, ease of use, trust, risk, and convenience have been explored individually in past research but require integrated analysis to reveal their collective impact on consumer perceptions and behaviors. For example, while perceived ease of use ensures a seamless ordering process, perceived trust addresses concerns around data security and reliability. Similarly, perceived risk can act as a deterrent if concerns about food quality, delayed deliveries, or privacy breaches are not adequately addressed. Convenience, on the other hand, remains a cornerstone of food delivery platforms, allowing consumers to save time and effort in their daily routines.

This study aims to fill these gaps by analyzing how ease of use, trust, risk, and convenience work together to influence customer experience and satisfaction with Foodpanda. The goal is to find practical ways to improve service quality, solve customer problems, and build long-term loyalty. The findings will also provide useful insights for other food delivery platforms, helping them better engage with customers and stay competitive in the fast-changing market.

Overall, this research will give a clear understanding of what drives customer experience and satisfaction with Foodpanda. It also guides food delivery companies in improving their services to meet customer needs. By focusing on trust, ease of use, and convenience, helping Foodpanda can provide great value to their customers and remain successful in this competitive industry.

LITERATURE REVIEW

2.1 Influencing Factors on Customer Experience and Customer Satisfaction

2.1.1 *Perceived Usefulness*

Lee et al. (2017) explain that providing relevant and accurate user information enhances perceived usefulness. Davis (1989) also associates perceived usefulness with the effectiveness of a system, noting that users are more inclined to adopt a program when they believe it can improve their efficiency and productivity. An example of this is Foodpanda, which leverages a wide network of merchants offering diverse cuisines, including vegetarian options, to cater to various user preferences. By analyzing customer behavior, such as clicks and views, the platform refines its recommendation algorithms, further boosting perceived usefulness. These tailored services demonstrate the platform's ability to deliver value, making it appealing to users. However, Yo et al. (2021) found that perceived usefulness does not significantly impact customer satisfaction, suggesting that perceived ease of use and convenience play more critical roles. Despite this, Lok et al. (2024) highlighted perceived usefulness as a key factor in shaping customer behavioral intentions, particularly for food delivery apps in Malaysia. Users are more likely to engage consistently with platforms that offer tangible benefits such as convenience and efficiency. Kee et al. (2024) reinforce this view, arguing that increased perceived usefulness promotes trust and engagement, which are essential for building long-term customer relationships. Therefore, we hypothesize:

H1: Perceived usefulness positively affects customer experience.

H6: Perceived usefulness positively affects customer satisfaction.

2.1.2 *Perceived Ease of Use*

Perceived ease of use is a fundamental factor influencing user adoption and satisfaction with technology-based systems. Sabeh et al. (2021) highlighted that aspects such as educational quality, perceived usefulness, ease of use, system quality, and information quality significantly impact satisfaction, intention to use, and the actual use of e-learning systems. Supporting this, Yo et al. (2021) found that perceived ease of use and convenience were more impactful than perceived usefulness in influencing customer satisfaction. Davis (1989) emphasized that perceived ease of use is a primary driver of individuals' decisions to use a system. When users perceive a program as simple and easy to understand, they are more likely to feel confident in their ability to use it effectively. Similarly, Pavlou and Fygenson (2006) noted that while perceived usefulness boosts confidence in the system's capabilities, perceived ease of use focuses on the user's comfort and capability to operate the system. For example, the Foodpanda app incorporates user-friendly features such as a recommendation section and a food classification section. These clear and intuitive designs simplify the user experience, enabling users to navigate and make choices effortlessly. He et al. (2018) explained that ease of use plays a critical role in driving user acceptance and engagement with technology, further supported by Afrizal et al. (2020), who asserted that simpler systems foster greater user adoption and continued use. It is hypothesized:

H2: Perceived ease of use positively affects customer experience.

H7: Perceived ease of use positively affects customer satisfaction.

2.1.3 *Perceived Trust*

Trust plays a role in shaping customer behavior and engagement. It can be defined as a positive expectation, intention, and belief rooted in the psychological state that underpins social behavior (Kramer & Wei, 2014). According to Mayer et al. (1995), trust is a psychological construct that cannot be directly observed but significantly influences interactions. In organizational settings, Rubel et al. (2017) demonstrated that trust is intertwined with HRM practices, highlighting its importance for employees adapting to technology in the workplace. Rubel et al. (2018) further noted that trust in management is a critical factor shaping employee behavior and engagement. However, in the context of online shopping, Yo et al. (2021) observed that perceived trust, alongside perceived usefulness, did not significantly influence customer satisfaction on Shopee, suggesting variability in its impact across contexts. Trust is dynamic and evolves over time. Fam et al. (2004) argued that trust and customer satisfaction are closely linked and develop through consistent positive interactions. Conversely, a lack of trust can deter consumers from engaging with online platforms due to concerns about data security, privacy breaches, or financial losses (Alam et al., 2008). For platforms such as Foodpanda, user trust can be gauged through metrics such as the number of active users and the quality of reviews. Building and maintaining trust is integral to enhancing customer experience and satisfaction, particularly in e-commerce. As such, the following hypotheses are developed:

H3: Perceived trust positively affects customer experience.

H8: Perceived trust positively affects customer satisfaction.

2.1.4 Perceived Risk

Dabrynnin and Zhang (2022) noted that various forms of risk, namely product risk, financial risk, and privacy risk, are significantly shaped by the online customer experience. These risks arise when customers face product mismatches, financial uncertainties such as fraud, or privacy concerns. Such experiences diminish customers' trust in the platform, leading to reduced satisfaction and a lower likelihood of making repeat purchases. Among these, financial risk is particularly detrimental, often manifesting through credit card fraud, payment system vulnerabilities, or hidden fees. These uncertainties heighten consumer anxiety regarding the online payment process, promoting skepticism about the overall e-commerce experience. Even when the direct impact of financial risk seems limited, its psychological implications are profound. For example, first-time users of online platforms may develop a heightened sense of caution, which can deter future transactions and influence their perceptions of satisfaction and trust in the platform. This aligns with findings that perceived risks play a role in shaping customer trust and overall satisfaction. Addressing these risks through improved security measures, transparent policies, and user education is essential for retaining customer loyalty and improving satisfaction levels. Therefore, it is hypothesized:

H4: Perceived risk negatively affects customer experience.

H9: Perceived risk negatively affects customer satisfaction.

2.1.5 Perceived Convenience

Yeo et al. (2021) highlighted that platforms offering convenience alongside clear value propositions are more likely to drive purchase intentions. Supporting this, Yo et al. (2021) found that perceived ease of use and convenience had a greater impact on customer satisfaction than perceived usefulness. Similarly, Lok et al. (2024) identified perceived convenience, together with perceived usefulness and service quality, as critical determinants of user intentions. Convenience holds particular importance in shaping

customer experiences in contexts such as digital banking and online platforms. The ability to perform transactions anytime and anywhere eliminates the constraints of physical visits, significantly enhancing user satisfaction. This ease of access and usability directly improve customer experiences, fostering a higher likelihood of continued platform use. Moreover, the influence of convenience extends beyond direct impacts. It indirectly bolsters customer satisfaction and trust, strengthening customer loyalty. For example, when customers perceive a platform as convenient, they are more likely to rely on it regularly, forming habitual usage patterns. This habitual reliance highlights the role of convenience in promoting sustained engagement and loyalty. Therefore, we hypothesize:

H5: Perceived convenience positively affects customer experience.

H10: Perceived convenience positively affects customer satisfaction.

2.1.6 Customer Experience and Customer Satisfaction

Kee and Effendi (2011) emphasized that a well-designed product or service feature can effectively attract customers. Rubel and Kee highlighted that satisfied employees are essential resources contributing to organizational performance. Anwar et al. (2020) reported that the emotional responses elicited during a customer's interaction with a store, along with its unique characteristics, are key factors in attracting and retaining customers. Similarly, Lok et al. (2024) noted that perceived service quality, encompassing elements such as food quality and customer service, is vital for customer satisfaction, serving as a foundation for retaining existing customers and acquiring new ones. Positive customer experiences, characterized by high-quality interactions, favorable product or service reviews, and emotional connections with brands, are crucial in shaping customer satisfaction. Suharto and Yuliansyah (2023) demonstrated that customer experience has a positive impact on satisfaction. We, therefore, hypothesize that customer experience plays a role in influencing customer satisfaction.

H11: Customer experience positively affects customer satisfaction.

Figure 1 presents our research model.

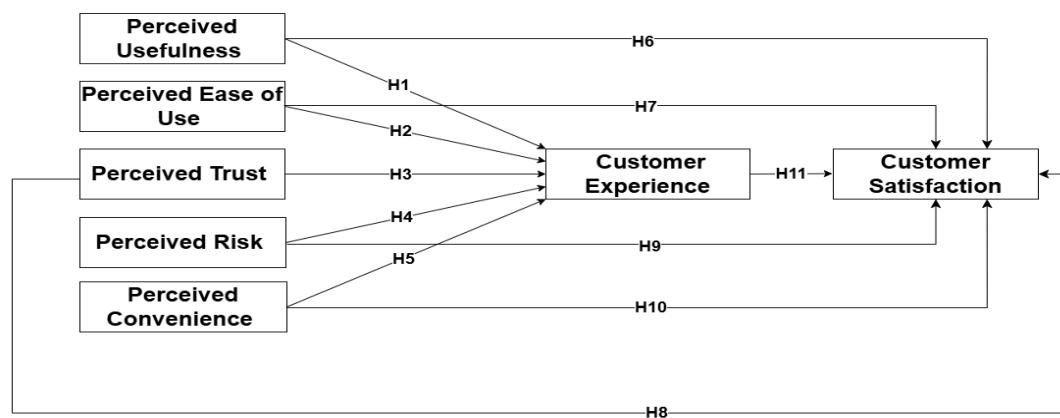


Figure 1. Research framework.

RESEARCH METHOD

Sample and Procedures

This study employed a survey method to collect data from Foodpanda users, aiming to explore customer experience and satisfaction with food delivery services. The survey

was administered through Google Forms. A total of 154 participants completed the survey. The collected data were analyzed using SPSS software.

Measures

All items in this study, including those related to perceived usefulness, perceived ease of use, perceived trust, perceived risk, perceived convenience, customer experience, and customer satisfaction (see Appendix 1), are measured using a 5-point Likert scale. The scale ranges from 1 (Strongly Disagree) to 5 (Strongly Agree). This format enables respondents to indicate the extent to which they agree or disagree with each statement, allowing for the measurement of their perceptions and attitudes. The items were self-developed based on customer experiences with Foodpanda and pre-tested for clarity and relevance.

Perceived Usefulness: Three items assessed how Foodpanda enhances users' food delivery experiences. An example item is: *"Using Foodpanda helps me make better food choices."*

Perceived Ease of Use: Four items were designed to evaluate the ease of navigating and using the Foodpanda app or website. An example item is: *"The Foodpanda app/website is user-friendly."*

Perceived Trust: Three items measured users' confidence in Foodpanda's reliability and security. An example item is: *"I trust that Foodpanda will deliver my orders on time."*

Perceived Risk: Three items assessed users' concerns about negative outcomes when using Foodpanda. For example: *"I worry about the quality of food delivered by Foodpanda."*

Perceived Convenience: Four items examined the convenience Foodpanda provides compared to other services. An example item is: *"Ordering through Foodpanda is more convenient than cooking at home."*

Customer Experience: Three items were designed to assess users' overall experiences with Foodpanda. Example items include: *"Overall, I have a positive experience when using Foodpanda"* and *"My experiences with Foodpanda are enjoyable."*

Customer Satisfaction: Three items were created to evaluate users' satisfaction with Foodpanda. These included: *"I am satisfied with Foodpanda,"* *"I would recommend Foodpanda to friends and family,"* and *"I am likely to continue using Foodpanda for future food deliveries."*

RESULTS

Table 1. Summary of Respondent's Demography (N=154)

Response	Frequency	Percent
Age		
18 – 20 years old	33	21.4
21-25 years old	97	63.0
26-30 years old	17	11.0
31 – 35 years old	3	1.9
36 – 40 years old	3	1.9
46 – 50 years old	1	.6
Gender		
Female	67	43.5
Male	87	56.5
Frequency of Using Food Delivery Services		
Daily	18	11.7
Once a month	20	13.0
Once a week	51	33.1
Rarely	33	21.4

Several times a week	32	20.8
Frequency of using Foodpanda		
Daily	20	13.0
Once a month	19	12.3
Once a week	52	33.8
Rarely	41	26.6
Several times a week	22	14.3
Highest Education Level		
Bachelor's Degree	77	50.0
Diploma	24	15.6
Master's Degree	26	16.9
Ph.D. Degree	8	5.2
Primary School	10	6.5
Secondary School	9	5.8
Occupation		
Government Sector	7	4.5
Private Sector	11	7.1
Self-employed	11	7.1
Student	118	76.6
Unemployed	7	4.5
Monthly Income		
B40 (RM4,849 or below)	108	70.1
M40 (RM4,850 to RM10,959)	30	19.5
T20 (RM10,960 or above)	15	9.7
T20 (RM10,960 or above), B40 (RM4,849 or below)	1	.6

The table shows the demographic profile of respondents (N=154). The majority of respondents (N=97, 63.0%) are aged between 21-25 years, with no respondents from the age group of 51 years and above. In terms of gender, most respondents are male (N=87, 56.5%), while females make up a smaller proportion (N=67, 43.5%). Regarding educational qualifications, the largest group of respondents holds a bachelor's degree (N=66, 42.9%), followed by those with a master's degree (N=28, 18.2%). The occupation data reflects that most respondents are students (N=118, 76.6%), while a smaller number are self-employed or working in the private sector (N=11, 7.1% each). Similarly, the monthly income data aligns with the occupation trends, where the majority (N=108, 70.1%) fall into the B40 category, earning RM4,849 or below. For food delivery service usage, 32 respondents (20.8%) choose several times a week, while 18 respondents (11.7%) use them daily. Regarding the use of Foodpanda, 41 respondents (26.6%) use it rarely, whereas 22 respondents (14.3%) reported using it several times a week.

Table 2. Descriptive statistics, Cronbach's Coefficients Alpha, and Zero-order Correlations for all study variables Note:

Variable	1	2	3	4	5	6	7
1. Perceived Usefulness	.792						
2. Perceived Ease of Use	.701***	.812					
3. Perceived Trust	.669***	.753***	.758				
4. Perceived Risk	-.045	.049	.20	.816			
5. Perceived Convenience	.576***	.620***	.631***	.178*	.778		
6. Customer Experience	.644***	.704***	.691***	.096	.738***	.720	
7. Customer Satisfaction	.589***	.686***	.679***	.063	.737***	.739***	.830
Number of Items	3	4	3	3	4	3	4
Mean	3.50	3.63	3.51	2.50	3.55	3.66	3.68

Standard Deviation	0.96	0.92	0.94	1.13	0.92	0.88	0.91
N = 154; *p < .05, **p < .01, ***p < .001. The diagonal entries represent Cronbach's Coefficient Alpha.							

Table 2 presents descriptive statistics, measures of reliability, and zero-order correlations among the study variables. All tested variables demonstrate high levels of reliability, with Cronbach's alpha coefficients ranging from 0.72 to 0.83.

Table 3. Regression analysis

Variable	Customer Experience	Customer Satisfaction
1. Perceived Usefulness	.137	-.006
2. Perceived Ease of Use	.224**	.182*
3. Perceived Trust	.173*	.147
4. Perceived Risk	.015	-.036
5. Perceived Convenience	.408***	.351***
6. Customer Experience		.258**
R ²	.668	.667
F value	59.583	49.144
Durbin- Waston Statistic	1.903	1.966

Note: N=154; *p < .05, **p < .01, ***p < .001.

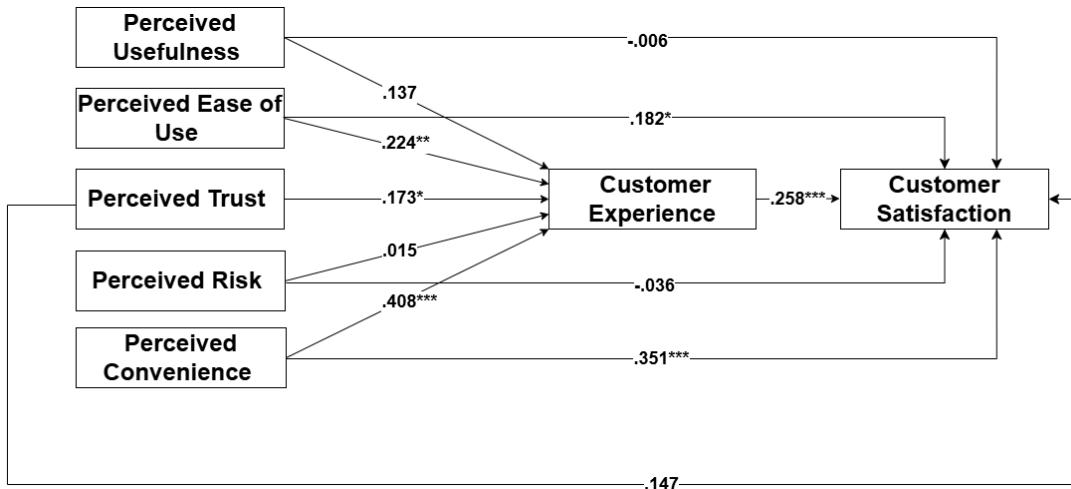
The results of the regression analysis are presented in table 3, examining the relationship between Customer Satisfaction and several independent variables: Perceived Usefulness, Perceived Ease of Use, Perceived Trust, Perceived Risk, and Perceived Convenience. The findings indicate that Perceived Convenience has the most significant positive effect on both Customer Experience and Customer Satisfaction. The R² value of 0.668 suggests that 66.8% of the variance in the customer experience of Foodpanda can be explained by Perceived convenience of Foodpanda and customer experience of Foodpanda.

Perceived Convenience has the strongest influence on Customer Experience (.408***) and a significant direct effect on Customer Satisfaction (.351***). Perceived Ease of Use also shows a positive and significant relationship with Customer Experience (.224**) and Customer Satisfaction (.182). Customer Experience positively impacts Customer Satisfaction (.258**). Perceived Trust has a significant direct effect on Customer Experience (.173*).

In addition, Perceived Risk and Perceived Usefulness demonstrate no significant influence on Customer Experience or Customer Satisfaction, as evidenced by beta values close to zero (.015 and -.006).

Overall, the model highlights the critical role of Perceived Convenience and Customer Experience in driving Customer Satisfaction, while identifying the lesser contributions of other variables. The summarized output of the hypothesized model is illustrated in Figure 2.

Figure 2. Hypothesized Model



DISCUSSION

The results of this study significantly contribute to understanding customer experience and satisfaction in the food delivery industry, using Foodpanda as a case study. This section discusses the findings in relation to existing literature and research hypotheses.

Perceived Usefulness and Its Impact

The findings confirm that perceived usefulness positively influences both customer experience and satisfaction (H1 and H2). This aligns with Lee et al. (2017), who suggested that providing relevant and accurate information enhances perceived usefulness. Users value Foodpanda for its extensive range of dining options and its effective recommendation algorithm, which simplifies decision-making and enhances utility. Lok et al. (2024) further emphasized that perceived usefulness impacts behavioral intentions while fostering trust and satisfaction. Although Yo et al. (2021) reported mixed results on its influence, our study reaffirms that perceived usefulness remains a critical determinant of both customer experience and satisfaction in the food delivery context.

Perceived Ease of Use and Its Importance

Our study also supports the hypothesis that perceived ease of use significantly enhances customer experience and satisfaction (H3 and H4). This finding is consistent with Davis (1989) and Pavlou and Fygenson (2006), who highlighted ease of use as a key factor for user adoption and trust. Foodpanda's intuitive features, such as seamless navigation, clear categorization, and a quick ordering process, significantly improve the customer journey. Similarly, Sabeh et al. (2021) and Afrizal et al. (2020) emphasized that user-friendly interfaces simplify decision-making, encourage platform adoption, and promote ongoing satisfaction.

Perceived Trust and Its Impact

The study reveals a strong relationship between perceived trust and both customer experience and satisfaction (H5 and H6). Trust is particularly critical in online platforms

where physical interaction is absent. According to Mayer et al. (1995), trust is defined as “the willingness to be vulnerable to another party based on the expectation that the other party will perform a specific action important to the trustor.” Trust reduces uncertainty and fosters positive interactions, leading to greater user engagement.

Foodpanda builds trust through its operational reliability, demonstrated by timely deliveries, order accuracy, and consistent service quality, all of which enhance user confidence. Additionally, secure payment methods—such as trusted gateways, e-wallets, and cash-on-delivery options—protect financial information and further strengthen trust. The platform’s transparency in payment processes, including clear billing and the absence of hidden fees, minimizes financial concerns for users.

Communication transparency is another key driver of trust. Foodpanda provides real-time updates on order status, delivery times, and estimated arrival times. This tracking feature reduces uncertainty by allowing users to monitor their deliveries, which improves satisfaction. This aligns with Alam et al. (2008), who argue that addressing privacy and transparency concerns significantly increases consumer satisfaction.

While Yo et al. (2021) found that trust had limited influence on platforms such as Shopee, our findings underscore its critical importance in the food delivery industry. Unlike general e-commerce, food delivery involves unique concerns such as food quality, hygiene, and timeliness. Violations of trust—such as delayed deliveries, incorrect orders, or hygiene issues—can have a direct and immediate emotional impact on customer satisfaction.

The Role of Perceived Risk

The study confirms that perceived risk has a negative impact on customer experience and satisfaction (H7 and H8). In the context of food delivery, perceived risks include concerns about food quality, payment security, privacy, and delivery reliability (Dabrynin & Zhang, 2022).

Food Quality Risk: Users are concerned that their food may arrive cold, spoiled, or damaged, especially when ordering from unfamiliar restaurants. **Payment Security Risk:** Concerns about fraud, unauthorized transactions, or system vulnerabilities can undermine user confidence. Foodpanda mitigates these risks by offering secure, encrypted payment options. **Privacy Concerns:** Users are increasingly worried about the unauthorized sharing or misuse of their personal data. Foodpanda addresses these concerns with a strict privacy policy and adherence to data protection regulations. **Delivery Risk:** Delays, incorrect orders, or unprofessional delivery conduct are significant concerns, particularly for time-sensitive meals. Perceived risk is especially detrimental to new users who lack prior experience with the platform. To address these concerns, platforms like Foodpanda can implement the following strategies:

- Strong Quality Control:** Partnering with restaurants to enforce strict food quality and hygiene standards.
- Secure Payment Systems:** Incorporating advanced encryption technology and offering multiple payment options to enhance user safety.
- Transparent Policies:** Providing clear, user-friendly refund or compensation policies for issues such as late or incorrect deliveries.
- Real-Time Tracking:** Offering precise, real-time delivery updates to reduce uncertainty and increase user confidence.

By effectively mitigating perceived risks, platforms can build trust, enhance satisfaction, and foster greater user confidence. Over time, these efforts create a positive feedback loop, driving customer loyalty, repeat usage, and long-term engagement.

Perceived Convenience and Customer Loyalty

The findings also confirm that perceived convenience has a significant positive effect on customer experience and satisfaction (H9 and H10). This aligns with the conclusions of Yeo et al. (2021) and Lok et al. (2024), who emphasized convenience as a key factor driving habitual platform usage.

For Foodpanda, convenience features such as flexible delivery schedules, saved addresses for quicker checkouts, and diverse payment methods significantly simplify the ordering process. These time-saving solutions resonate with modern consumers' demand for efficiency, strengthening user loyalty and encouraging continued engagement with the platform.

Customer Experience and Satisfaction

The study further reinforces the strong positive relationship between customer experience and satisfaction (H11). This finding is consistent with Suharto and Yuliansyah (2023), who argued that a well-designed customer experience directly enhances satisfaction and loyalty.

Positive affective responses, driven by reliable service, user-friendly features, and effective support systems, play a critical role in shaping customer satisfaction (Kee & Effendi, 2011). In the case of Foodpanda, customer-centric initiatives—such as prompt and professional delivery services, intuitive interfaces, and responsive customer support—greatly enhance the overall user experience. These efforts translate into higher satisfaction levels and encourage repeat usage of the platform.

Practical Implications

This study offers actionable insights for food delivery platforms like Foodpanda to enhance customer satisfaction and long-term engagement by implementing several key strategies. Firstly, strengthening perceived trust is essential, which can be achieved by ensuring secure payment systems, increasing transparency in communication, and maintaining operational reliability. Secondly, reducing perceived risk plays a crucial role in addressing customer concerns. This can be accomplished by introducing clear refund policies, providing real-time delivery tracking, and enforcing strict food quality controls. Additionally, improving ease of use is vital for creating a seamless user experience, which can be facilitated through investments in intuitive platform design and simplified navigation. Finally, leveraging customer feedback is critical to understanding user needs and making necessary improvements. Actively collecting real-time feedback, promptly resolving complaints, and implementing customer-driven changes can help food delivery platforms stay ahead in a competitive market. By focusing on these areas, these platforms can enhance the overall user experience, cultivate customer loyalty, and maintain a sustainable competitive advantage.

CONCLUSION

This research gives an all-rounded insight into the factors that affect customers' experiences and satisfaction with regard to food delivery industries, using Foodpanda as a case study. The results highlight how perceived usefulness, perceived ease of use, perceived trust, perceived risk, and perceived convenience significantly influence user perceptions and behaviors.

The results confirm that perceived usefulness positively influences customer experience and satisfaction. The users like the great dining options on Foodpanda, the effective algorithms that recommend food, and the ease with which they make decisions, hence enhancing the overall utility of the platform. Perceived ease of use, on the other hand, significantly contributes to customer experience and satisfaction. With an easy-to-use interface, easy navigation, and ease of placing orders, Foodpanda is accessible and user-friendly, hence encouraging continued use.

This study also underlines the importance of perceived trust in both positive customer experience and satisfaction. In an industry with no physical interaction, trust is established by timely delivery, correct orders, secure systems of payments, and transparent communication. These factors minimize user uncertainty and build confidence in the platform. Perceived risk negatively influences customer experience and satisfaction. They are worried about food quality, security of payment, leakage of privacy, and punctuality of delivery. Mitigation of these risks through quality control, secure payment options, and transparent policies will enhance customer perceptions.

Perceived convenience also comes out as another major determinant of customer experience and satisfaction. Features like flexible delivery schedules, saved addresses, and various payment options make the ordering process more convenient, catering to the need for efficiency of modern consumers. The study further confirms the strong positive relationship between customer experience and satisfaction, emphasizing that a positive experience—driven by reliability, ease of use, and trust—directly leads to higher satisfaction levels and encourages customer loyalty.

LIMITATION

While this study offers meaningful insights into customer experience and satisfaction within the context of food delivery services, several limitations warrant consideration. Firstly, the sample size of 154 respondents, though adequate for the scope of this research, constrains the generalizability of the findings. The sample predominantly comprised students aged between 21 and 25 years, which may not accurately reflect the perceptions and experiences of other demographic groups, such as working professionals, older individuals, or those with varying levels of income. This demographic homogeneity introduces potential bias, as younger users may exhibit distinct behavioural patterns and expectations compared to a more diverse population.

Moreover, the study was geographically confined to a specific region, limiting the applicability of the findings to broader, cross-cultural contexts. Variations in cultural norms, technological infrastructure, competitive market dynamics, and service quality standards across different regions or countries may influence user perceptions in ways not captured by this research. Consequently, caution must be exercised when extrapolating these findings to other settings where user expectations and experiences with food delivery services might differ significantly.

Another limitation arises from the reliance on self-reported data, which is inherently susceptible to biases such as social desirability, recall inaccuracies, and subjective interpretation of survey items. Respondents may have provided responses they perceived as socially appropriate or aligned with implicit expectations rather than offering an objective reflection of their actual experiences. This susceptibility to response bias could affect the validity and reliability of the conclusions drawn.

Additionally, the study employed a cross-sectional design, capturing data at a single point in time. This methodological approach precludes the examination of changes in

user perceptions and satisfaction over time. A longitudinal design would offer a more nuanced understanding of the temporal dynamics influencing customer experience, such as evolving trust, ease of use, or perceived convenience. Such an approach could better elucidate how these factors shape user satisfaction and engagement over extended periods.

Finally, while the study focused on critical constructs such as perceived usefulness, ease of use, trust, risk, and convenience, other relevant factors may not have been accounted for. Elements such as promotional incentives, customer service responsiveness, sustainability practices, and loyalty programs likely exert additional influence on user satisfaction and experience. Future research incorporating these variables could yield a more comprehensive framework for understanding the determinants of customer satisfaction in food delivery services.

Recognizing these limitations provides important context for interpreting the study's findings and highlights opportunities for further research to expand and refine the understanding of customer experience and satisfaction in the food delivery industry.

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DECLARATION OF CONFLICTING INTERESTS

The authors declare that there is no conflict of interest.

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APPENDIX 1

Perceived Usefulness

1. Using Foodpanda helps me make better food choices.
2. The features offered by Foodpanda are useful.
3. Foodpanda is a useful app for ordering food online.

Perceived Ease of Use

1. The Foodpanda app/website is user-friendly.
2. I find it easy to navigate the Foodpanda platform.
3. The ordering process on Foodpanda is efficient.
4. I can easily access information about restaurants on Foodpanda.

Perceived Trust

1. I trust that Foodpanda will deliver my orders on time.
2. I feel confident that my personal information is secure when using Foodpanda.
3. Foodpanda has established a reputation for reliable service.

Perceived Risk

1. I worry about the quality of food delivered by Foodpanda.
2. I am concerned about delivery delays when using Foodpanda.
3. I feel uncertain about the safety of my personal data when using Foodpanda.

Perceived Convenience

1. Ordering through Foodpanda is more convenient than cooking at home.
2. Foodpanda allows me to access a variety of food options quickly.
3. Using Foodpanda saves me time compared to other food delivery services.
4. Foodpanda makes it easy to order food from multiple restaurants in one transaction.

Customer Experience

1. Overall, I have a positive experience when using Foodpanda.
2. Foodpanda meets my expectations for food delivery services.
3. My experiences with Foodpanda are enjoyable.

Customer Satisfaction

1. I am satisfied with Foodpanda.
2. I would recommend Foodpanda to friends and family.
3. I am likely to continue using Foodpanda for future food deliveries.

Note: All items are measured using a 5-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).